

University Recreation



**ANNUAL
REPORT**

2024-2025

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MISSION, VISION, AND VALUES

MISSION

UREC serves UW-Green Bay students and the campus community through outstanding sport and recreation facilities, inclusive programming, and leadership opportunities.

VISION

Promote well-being in the UW-Green Bay community.

Play Hard. Have Fun. Lead On.

VALUES

Development by providing students opportunities for growth, leadership, and teamwork.

Well-Being by promoting healthy lifestyles.

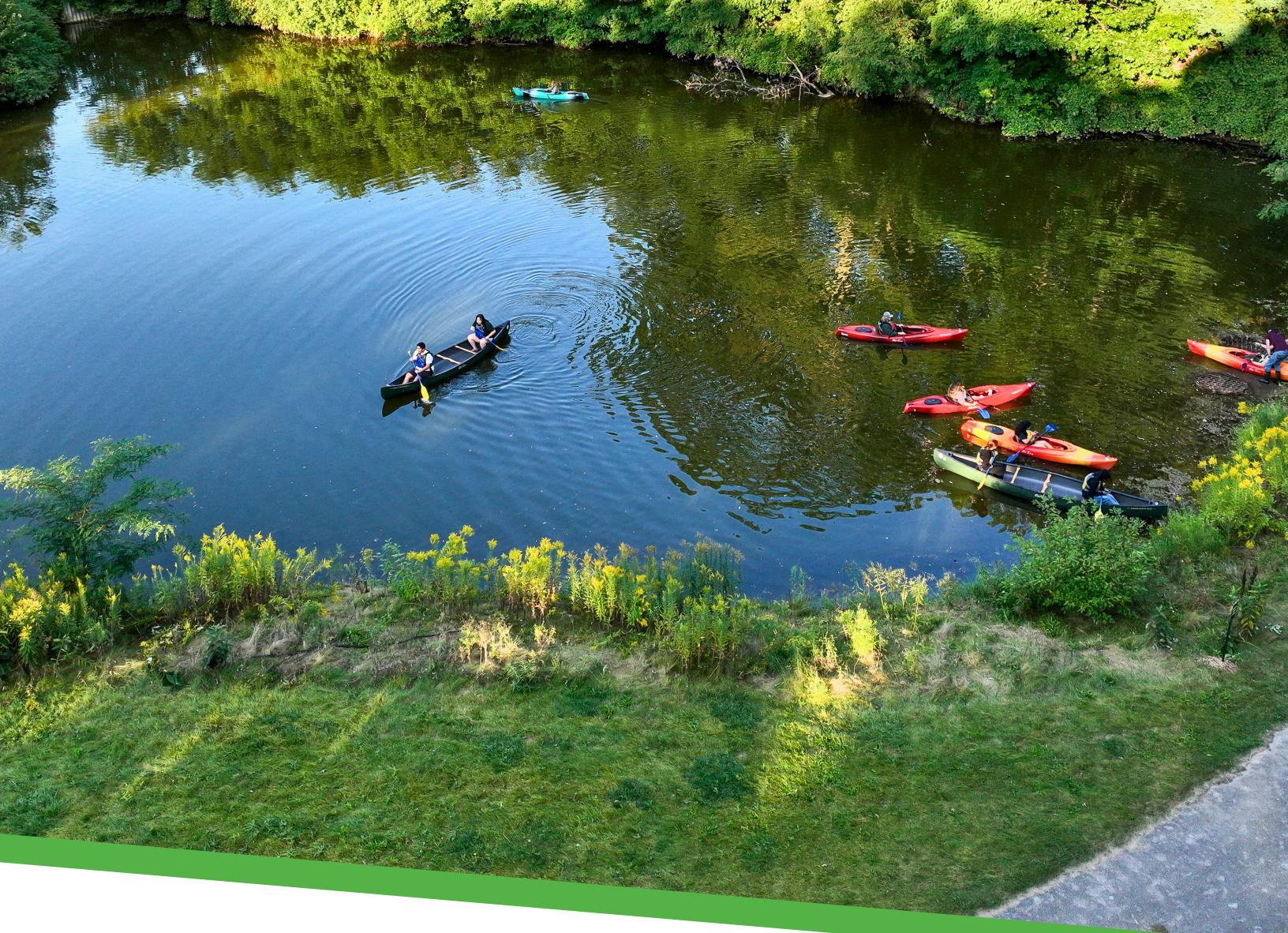
Integrity by committing to honesty, respect, and responsibility.

Inclusivity by providing a safe and welcoming environment.

Recruitment through community engagement, dynamic facilities, and innovative programming.

Retention by fostering meaningful relationships and experiences in a fun environment.





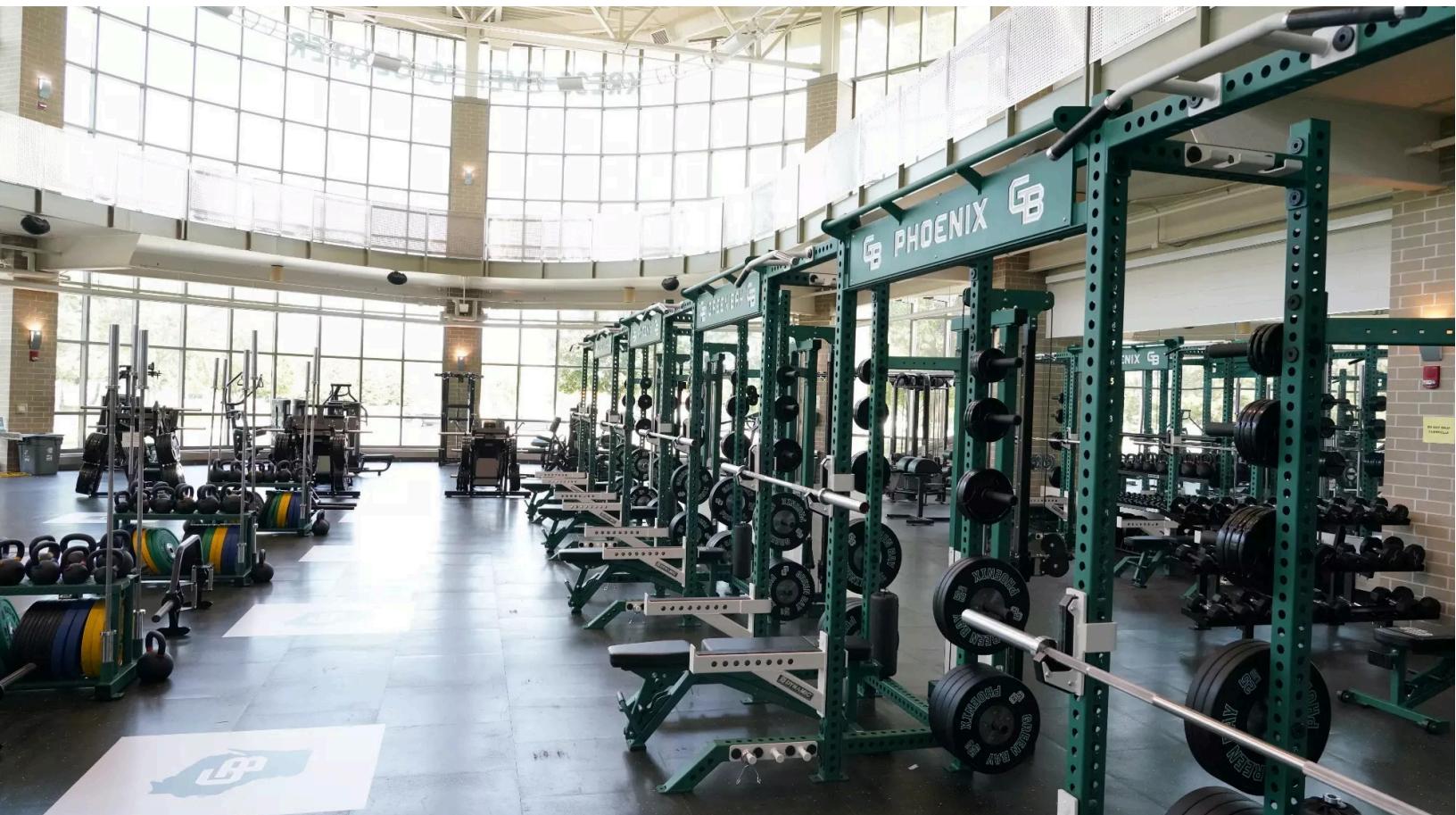
PROGRAM HIGHLIGHTS

Kress Events Center

131,084

total visits to the Kress Events Center

Front Desk Statistics	Fall 2024	Spring 2025	Year Total (with breaks)
Total Visits	62,464	56,855	131,084
Student Visits	56,916	50,160	115,396
Unique Student Users	2,257	2,027	5,158
Faculty/Staff Visits	2,129	2,605	5,585
Unique Faculty/Staff Users	89	94	277
Community Member Visits	3,118	3,342	9,005



AQUATICS

Highlights

- Provided a record number of swim lessons

Pool Statistics	Fall 2024	Spring 2025	Year Total (with breaks)
Pool Usage	4,200	3,628	7,828
Learn to Swim Participants	143	144	287
Learn to Swim Lessons	1,573	1,584	3,157
Aqua Fitness Participants	119	152	271



INTRAMURALS

Highlights

- Added women's 3v3 basketball
- Piloted an IM try-it night

Intramural Statistics	Fall 2024	Spring 2025	Year Total
Participations	5,258	5,039	10,297
Participants	1,325	1,214	2,539
Unique Users	572	525	1,097
Teams	248	204	452
Games Played	654	560	1,214



FITNESS CENTER

Highlights

- Completed a comprehensive remodel of our fitness center, featuring new equipment and an optimized facility layout.
 - Total Project Cost: \$336,275
 - Upgraded lighting
 - New equipment includes: Dynamic racks and dumbbells, Precor selectorized line of equipment
- Hosted “Learn to Lift” and Strength Competition Events

Fitness Center Statistics	Fall 2024	Spring 2025	Year Total (with breaks)
Participation	30,146	30,983	129,755
Unique Users	1,824	1,704	TBD
Personal Training Sessions	N/A	N/A	N/A



GROUP FITNESS

Highlights

- Hispanic Heritage Month Zumba Night & API Month K-Pop Workout
- Orientation Week Yoga
- Love U Dance Fitness & Zumba
- Goat Flow

Group Fitness Statistics	Fall 2024	Spring 2025	Year Total (with breaks)
Participation	1,374	1,866	3,301
Unique Users	232	214	457
Class Average	6.5	4.6	5.4



Shorewood Park

Highlights

- Shorewood Disc Golf Course grand opening: August 17, 2024 (opening rating 4.7)
- Ran series of new events: Paddle the Pond, Campus Bike Rides, Luminary Walks

Shorewood Statistics	Fall 2024	Spring 2025	Year Total
Rentals	49	92	213
Unique Renters	39	60	124
Event Participations	74	46	120
Event Unique Participants	56	39	95
Disc Course Play Count	2,271	1,619	6,247
Disc Course Unique Players	822	548	1,580



OUTDOOR ADVENTURE

Highlights

- Ran trips to 7 different states
- Ran first trip to Colorado, also the program's first summer trip
- Ran first trip to Alabama
- Trips visited 6 new locations
- Implemented use of new CC Ski and Snowshoe trail grooming equipment
- Ran 5 new events, including "Paddle and Patty", "Spoke and Slice", and local ice climbing

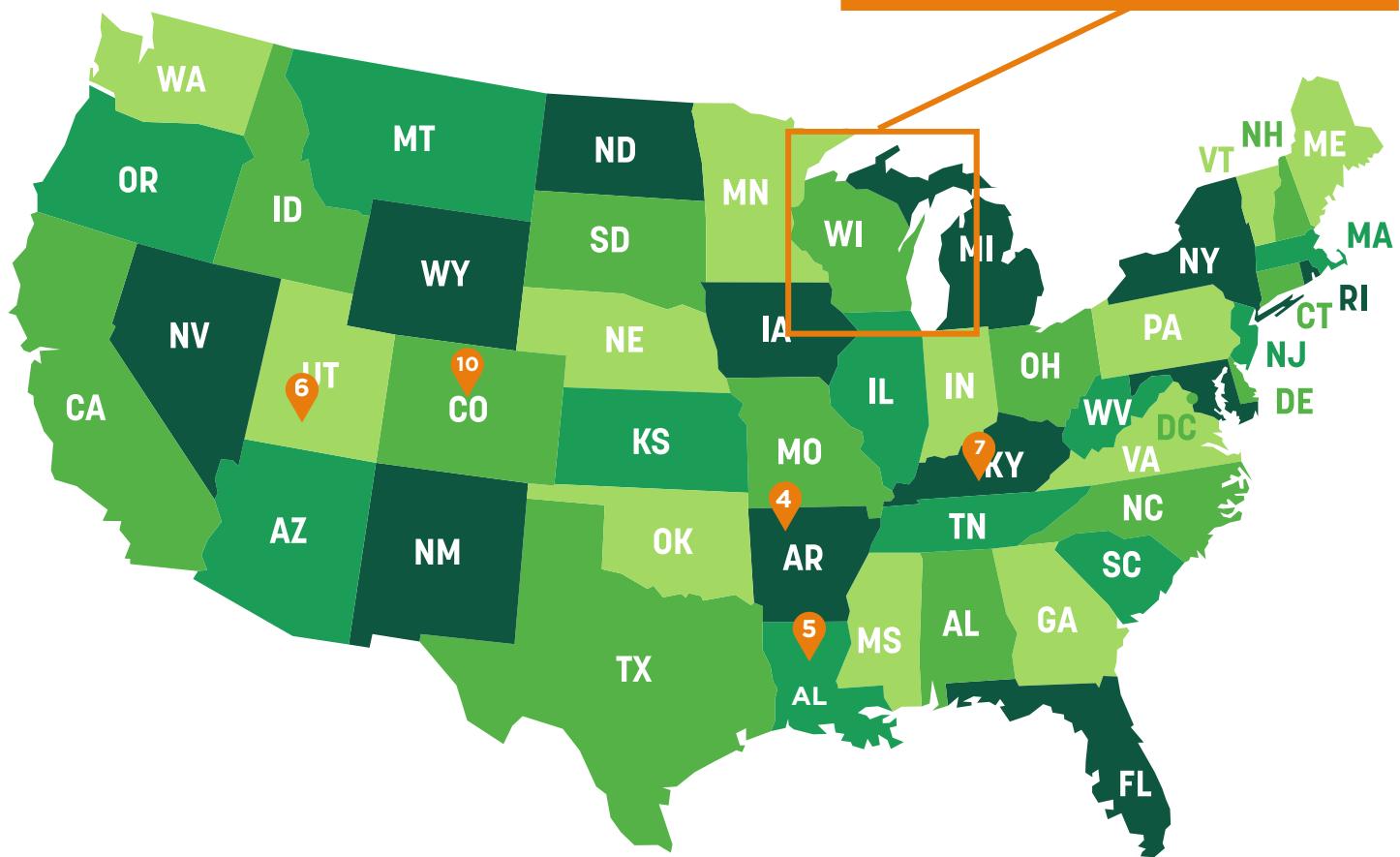
Outdoor Adventure Stats	Fall 2024	Spring 2025	Year Total (with breaks)
Registrations	38	41	79
Unique Participants	33	34	67
Local Event Registrations	82	51	133
Local Event Uniques	63	42	105



OUTDOOR ADVENTURE

Trip Locations

1. Canoe Sylvania Wilderness - Watersmeet, MI
2. Backpack Porcupine Mountains - Ontonogan, MI
3. Rock Climb Carney Crag - Iron Mountain, MI
4. Rock Climb Horseshoe Canyon Ranch - Jasper, AR
5. Fall Break - Backpack Sipsey Wilderness - AL
6. Spring Break - Backpack Escalante Glenn Canyon - Coyote Gulch, UT
7. Cave and Hike Mammoth Cave National Park, KY
8. Backpack Ice Age Trail - Perkinstown, WI
9. Rock Climb Slugg's Bluff - Palmer, MI
10. Summer - Colorado Rockies Adventure - RMNP, CO



CLIMBING TOWER

Highlights

- Certified 44 guests to belay at the tower
- Increased participation in climbing club
- New route setting format resulted in 20+ new routes being set over the year

Climbing Tower Statistics	Fall 2024	Spring 2025	Year Total (with breaks)
Participations	625	496	1,121
Unique Users	164	94	258



EVENTS



UREC EVENTS



Get REC'd

197 participants

Kick-off event to promote UREC programs and give students an opportunity to try different activities.



Try it Night - GF

26 participants

Students sample all of the group fitness classes offered that semester in 10-minute segments.



Strength Competition

15 participants

Competition for students to test their strength in a friendly, safe environment.



Sunset Paddles

32 participants

Participants register to drive up the bay shore and paddle through the sunset.



Let's Glow

87 participants

Glow-in-the-dark yoga, rock climbing, and Dance Cardio.



1,000 Point Challenge

219 participants

Participants earned points for doing any type of exercise activity. Option to participate virtually.

UREC EVENTS/PROGRAMS



Love U Fitness

16 participants

Part of the Healthy Choices Task Force Love U Month. This was a special event of Dance Fitness set to love songs.



K-Pop Fitness

15 participants

A special workout set to K-pop songs and dances. Part of Asian Pacific Islander Month.



Basketball Tourney

TBD participants

Annual basketball event with 3-point contest and 2 on 2 tournament.



Canoe Battleship

TBD participants (11 teams)

11th annual pool battleship where students complete to sink each other's boats.



Goat Flow

418 Participants

A yoga class with baby goats. Taught by a UREC Yoga instructor. This program is hosted on the Green Bay, Manitowoc and Sheboygan locations..



UREC Outdoors Winter Events

21 participants

UREC's reoccurring winter events include CC ski, snowshoe, and ice climbing events.

KRESS EVENTS

Large Events

- Phuture Phoenix
- Back to School Store
- UWGB Commencement
- Campus Cookout
- Krash The Kress
- Shawano Sundrop Tournament
- Fraternity and Sorority Life Bid Night
- Horizon League Quarterfinal Men's and Women's Basketball Games
- Green Bay Blizzard Training Camp
- First Robotics Tech Challenge
- Phoenix 5k
- Green Bay High School Graduations (Preble, West, East, Southwest)
- Badgerette Cheer Camp
- Green Bay Sluggers Baseball
- Green Bay Glory Soccer Games and Scrimmages

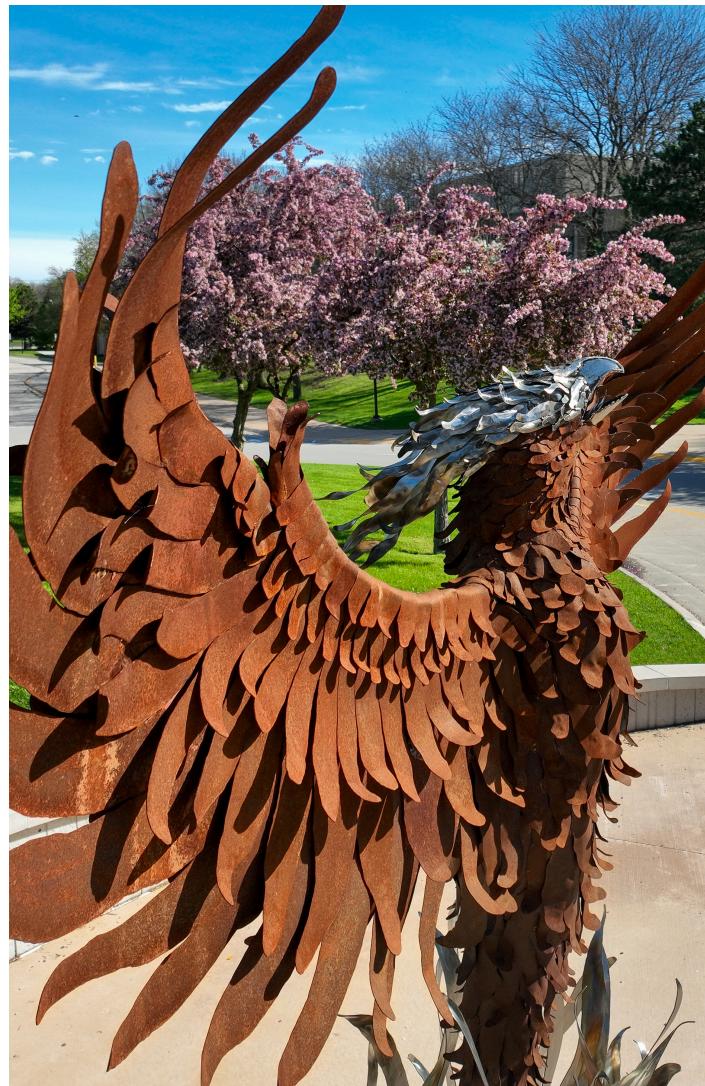
Event Type	Total
Community Events/Rentals	175
Scheduled Classes	1
Campus Events	11
Student Org Reservations	336
Athletic Events	182
Phoenix Home Contests	64
Total Events	783





STUDENT SUCCESS

STUDENT EMPLOYMENT UNIVERSITY EXCELLENCE



Student Professional Development

10

Red Cross CPR/AED/First Aid Classes held

51

UREC Staff certified in CPR/AED/First Aid

63

Total CPR/AED/First Aid Certifications

7

Wilderness and Remote First Aid Certified Staff

Student Staff University Awards

Chancellor Medallion Recipients



Ashlyn Otto



Allie Mayhew



Justice Saxby



Sara Scannell

University Leadership Award Recipients



Julia Fassbender



Carly Nyhus



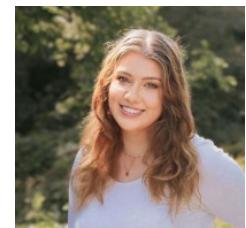
Kate Wagner



Lauren Klawiter



Blaise Smits



Tanisha Vandenlangenberg

STUDENT EMPLOYMENT

Student Staff UREC Awards at UREC RECogintion Ceremony

UREC hosted a UREC Awards ceremony during Student Employee Appreciation week to recognize students in various categories.

Student Employee of the Year



Ben DuMez



**Supervisor of the Year
Award**
Molly Grabarec



**Leadership Excellence
Award**
Bryce Kowalski



**Rookie of the Year
Award**
Lilly Franzen



Team Player Award
Olivia Sanders

124

students were employed by University Recreation.

12

Student employees "UREC MVP" awards throughout the year.

2

First-ever UREC Graduate Assistants
Makenna Bisch as the Fitness & Wellbeing G.A.
Matthew Jelinski as the Outdoor Adventure Recreation G.A.



EMERGENCY RESPONSE TEAM



106

Total Red Shirt Reviews were completed on University Recreation by ERT.

39

Total Red Shirt Reviews were completed on University Recreation by ERT during the Fall 2024 Semester.

67

Total Red Shirt Reviews were completed on University Recreation by ERT during the Spring 2025 Semester.

Purpose of the Committee

- The Emergency Response Team (ERT) seeks to ensure the readiness of the department for any potential emergencies that may arise. They review the UREC departmental incident response plans and facilitate medical emergencies/incident simulation activities for student staff members.

Objectives and Goals

1. Prepare UREC staff members for medical emergencies and incidents that could arise on shift
2. Stay in accordance and up to date on American Red Cross procedures
3. Ensure the safety of the Shorewood Center and Kress Events Center
4. Help build staff confidence in ensuring safety and responding to medical emergencies

ERT Member Information

Fall 2024 ERT Co-Chairs: Brittany Weber & Carly Nyhus



Fall 2024

ERT Size: 7

Spring 2025 ERT Co-Chairs: Paige Hansen & Matt Jelinski



Spring 2025

ERT Size: 20



WIRSA CONFERENCE HOST

WISCONSIN INTRAMURAL RECREATIONAL SPORTS ASSOCIATION



77

Conference attendees

15

Educational sessions

13

Conference vendors

\$21,350+

Sponsorship dollars collected

7

Locations visited, including: UWGB Union, Kress Events Center, Shorewood Center, Hilly Haven Golf Course, Lambeau Field, Stadium View, Tundra Lodge

OCTOBER 2024 CONFERENCE HOST

Annual conference hosted by a different Wisconsin or adjoining Wisconsin system school each year.

KEYNOTE SPEAKER

Dr. Ryan Martin “The Anger Professor”

UWGB STUDENT PRESENTERS

Makenna Bisch and Matthew Jelinski

UWGB STUDENT ATTENDEES

Kia Abel, Molly Grabarec, Carter Goke, Sara Scanell, Abi Wise, Paige Hansen, Payton Rhyner, Zane Meyer and Zachary Baumann



ASSESSMENT

According to spring 2025 survey results, involvement with University Recreation can serve to facilitate a feeling of belonging at UW-Green Bay, help manage the stressors of college, and support students returning to school at UWGB.

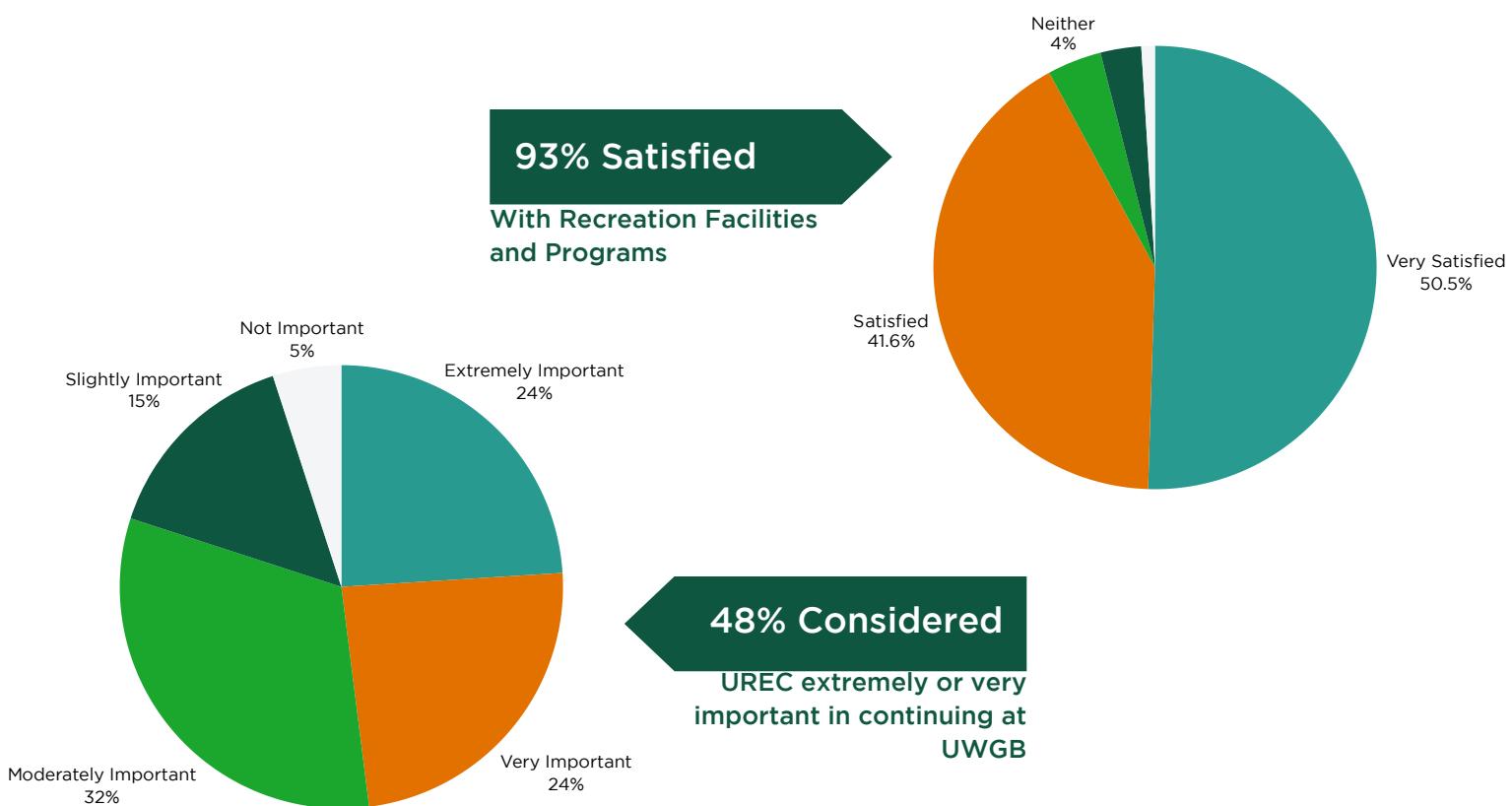
“It [UREC Fitness Center] has become family, you see the same people every time you go to the gym, eventually you will make friends with everyone”

“I would definitely say it's [recreation] allowed me to build friendships and given me a safe haven from all the stressors of college”

“I feel like my wellbeing has gotten a lot better since starting to routinely use recreation facilities and I look forward to using them.”

“Participating in campus recreation has positively impacted my college experience by helping me stay active, manage stress, and connect with others. It has given me a greater sense of belonging and provided a fun and supportive environment outside of academics. Overall, it has improved both my physical and mental well-being.”

“I've met a lot of people, it's helped me bring a sense of joy in my life when I'm feeling stressed or bummed out. I love Football so when I heard I can play it against other students I was very excited.”



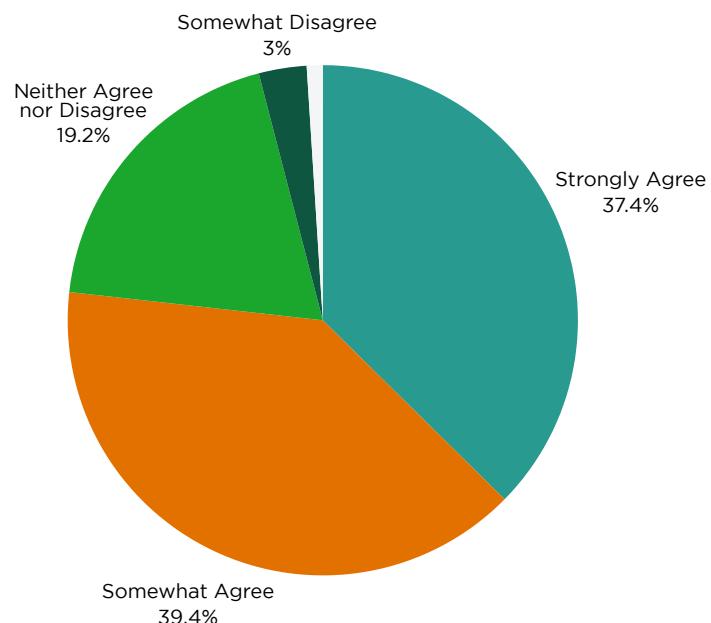
ASSESSMENT

“I feel great when participating in Recreation programs and/or using facilities.”

Measured through recreation survey.

76% Agree

That their experience with recreation makes them feel that they belong at UWGB

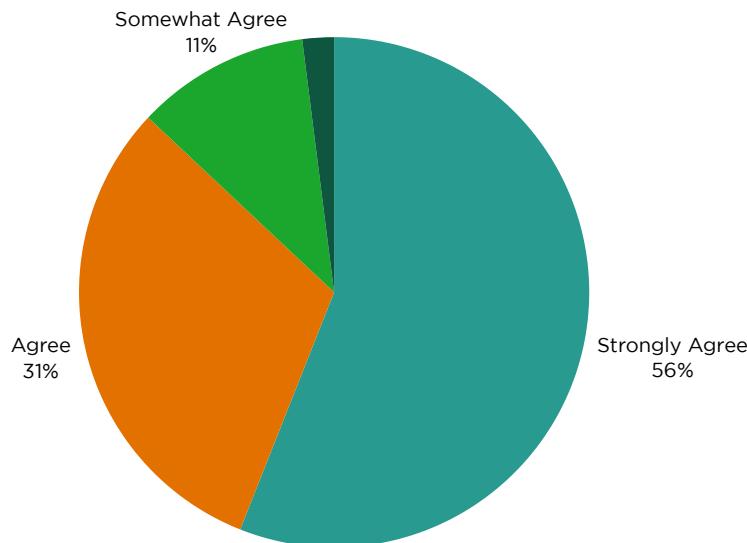


“Recreation helps me cope with stress.”

Measured through recreation survey.

87% Agree

That recreation helps them cope with stress



MARKETING & WEB

Highlights

- Started a UREC tiktok page with 25 posts so far

Metrics

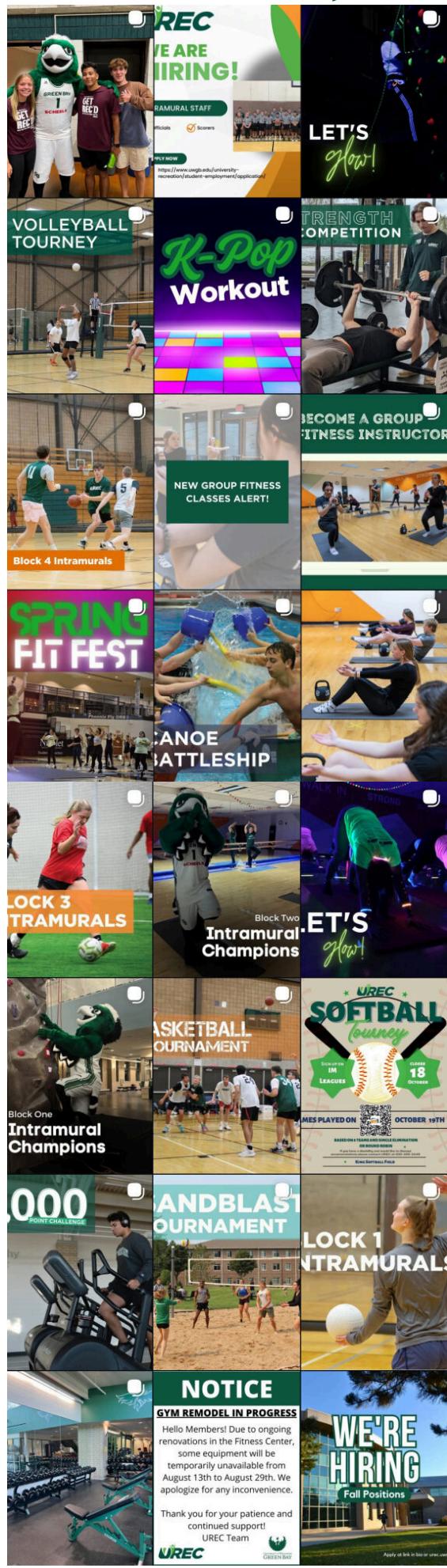


@urec_uwgb

- Followers: 2,028 (net of 104)
- Reach: 24.9K
- Profile visits: 7.2K
- Content Interactions: 2.1K

@urecoutdoors_uwgb

- Followers: 1,015 (net of 106)
- Reach: 8,481
- Profile visits: 2,350





University Recreation
Kress Events Center
2358 Leon Bond Dr, Green Bay, WI 54311

Front Desk: (920) 465-2449
Email: urec@uwgb.edu



UNIVERSITY of WISCONSIN
GREEN BAY